



48 Main Street
Box 9106
Southborough, MA
01772-9106
(508) 485-0100
Fax: (508) 485-5381

February 18, 1993

The Honorable Sherrie Marshall
Federal Communications Commission
1919 M Street NW
Washington, DC 20554:

Dear Commissioner Marshall:

I am writing this letter to strongly support granting "Must Carry" status to WSHS-TV, licensed to the City of Marlborough, MA. I am aware that the Cable Bill of 1992 changes the requirements on local cable companies concerning access to all television stations. Although WSHS-TV is primarily a Home Shopping Club, I have also found the station to be fully committed to local issues to the surrounding communities.

I know this to be true because of my relationship with WSHS-TV. As the Headmaster of the Fay School, I have recently worked with the station to produce a series addressing the issue of diversity and prejudice. Our school, a private

March 5, 1993

The Honorable Sherrie Marshall
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Ms. Marshall:

I am writing this letter in favor of granting "MUST CARRY" status to WSHH TV, licensed to the city of Marlborough, MA. Although WSHH carries the Home Shopping Club as its major programming, the station, in my opinion, is fully dedicated to the local issues of the community.

My relationship with WSHH-TV is a personal issue. My daughter, who has cerebral palsy, needed an electric wheelchair to help her get around, become more independent and have proper seating and positioning which is vital to her muscle coordination and growth.

When WSHH-TV heard of a small fund that was set up in the town of Hudson, they contacted us and offered to help by taping a section for "IN YOUR INTEREST" which is a segment they carry on local issues. The segment was taped in our home and they were warm, caring and very professional.

This tape reached people in all areas of Central Massachusetts and the donations poured in from all over. Even in these hard economic times, people are caring and gave to Diana knowing that insurance companies fall very short in covering basic needs, let alone an \$8,000.00 wheelchair.

Without the help from WSHH. I'm not sure that we would have reached as

letterhead
Andover Trails Committee
4 College Circle Andover MA 01810

Feb. 24, 1993

The Honorable Sherrie Marshall
Acting Commissioner
FCC
1919 M Street NW
Washington, DC 20554

*copies addressed
to 3 other commissioners, too*

Dear Commissioner Marshall:

At the end of March the FCC must decide whether WSHH-TV (Marlborough, MA) will qualify for "Must Carry" status on cable stations.

WSHH-TV carries primarily home shopping, and I must admit that I personally question the social value of such programming; however, WSHH-TV has shown commitment to public service as well. In addition to its daily news programs (which well may be the only news some of its viewers see), it carries a public service segment called "In Your Interest," which spotlights various community activities.

I was interviewed for a piece on this segment about the trail work (hiking, cross-country skiing) that groups in my community have been doing. The interviewer and cameraman were very professional during the interview and while they followed us on the trails. The resulting 8-minute piece was beautifully edited to make clear what the trail network is all about and how people of all ages and interests can use it and participate. I was very impressed by the piece. It has been successful in attracting attention (a number of phone calls from prospective volunteers followed the airing of the piece) and spreading the word so that people know what we're doing.

Programming such as this needs to reach the public and if the home shopping format

March 19, 1993

Copy

The Honorable Andrew Barrett
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Sir:

I am writing this letter in favor of granting "Must Carry" status to WSHH-TV, licensed to the city of Marlborough, MA. Although WSHH-TV carries the Home Shopping Club as its major programming, the station is fully committed to the local issues of its local communities.

I know first hand because of my relationship with WSHH-TV. As the Executive Director of the Marlborough Emergency Services Foundation, we recently worked with the station to produce a series addressing the issue of hunger in our community and the role of the food pantry in meeting the needs of the hungry. This enabled our organization to get our message out to the public to not only increase awareness but to help with fund raising activities.

After you thoroughly investigate this station's performance, I am sure that you will be more than satisfied with the level at which this station serves the public interest. It will be an asset to have WSHH-TV carried on all cable systems so that everyone will be able to take advantage of their local programming.

Very truly yours,

Marilyn A. Perry
Executive Director

March 19, 1993

Copy

The Honorable Ervin Duggan
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Sir:

I am writing this letter in favor of granting "Must Carry" status to WSHH-TV, licensed to the city of Marlborough, MA. Although WSHH-TV carries the Home Shopping Club as its major programming, the station is fully committed to the local issues of its local communities.

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Executive Director

March 19, 1993

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March 19, 1993

The Honorable James Quello
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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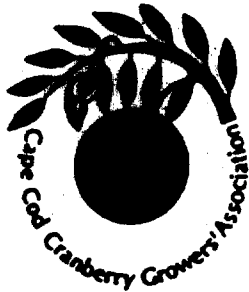
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Very truly yours,

Marilyn A. Perry
Executive Director



Founded 1888

CAPE COD CRANBERRY GROWERS' ASSOCIATION

Post Office Box 730 • East Wareham, MA 02538

Phone: 508-295-4895 • Fax: 508-291-1511

March 4, 1993

The Honorable Sherrie Marshall
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Ms. Marshall:

I am writing this letter in favor of granting "Must Carry" status to WHSH-TV, licensed to the city of Marlborough, MA. Although WHSH-TV carries the Home Shopping Network as its major programming, the station is fully committed to the local issues of its local communities.

In October 1992 WHSH-TV produced three segments on the Massachusetts cranberry industry. These segments enabled the Cape Cod Cranberry Growers' Association to get our important message about the cranberry industry's positive effect on conservation, wildlife, open space and economic impact out to the public.

As Communications Manager I have dealt with many media sources covering the cranberry harvest. WHSH-TV has been in the top three in the field of coverage and quality. After you thoroughly investigate WHSH-TV's performance, I am sure that you will be more than satisfied with the level at which this station serves the public interest. It will be an asset to have WHSH-TV carried on all cable systems so that everyone will be able to take advantage of their local programming.

Thank you for your consideration.

Warmest Regards,

Jeffrey LaFleur
Communications Manager



CARP CARP CRABPERRY CRAWFERS' ASSOCIATION



Founded 1888

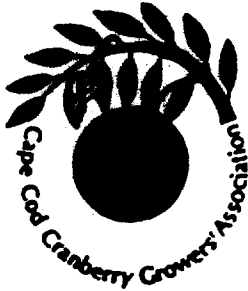
CAPE COD CRANBERRY GROWERS' ASSOCIATION

Post Office Box 730 • East Wareham, MA 02538

Phone: 508-295-4895 • Fax: 508-291-1511

March 4, 1993

The Honorable Ervin Duggan



Founded 1888

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Post Office Box 730 • East Wareham, MA 02538

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March 4, 1993

The Honorable James Quello
Acting Commissioner
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Lowell Association for the Blind, Inc.
Center for the Blind and Visually Impaired
174 Central Street • Lowell, Massachusetts 01852

(508) 454-5704

February 22, 1993

The Honorable James Quello
Acting Commissioner
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Dear Commissioner Quello:

As Executive Director of the Lowell Association for the Blind,
I am writing to support the granting of "Must Carry" status to WSHH

Lowell Association for the Blind, Inc.
Center for the Blind and Visually Impaired
174 Central Street • Lowell, Massachusetts 01852

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February 22, 1993

The Honorable Ervin Duggan
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Dear Commissioner Duggan:

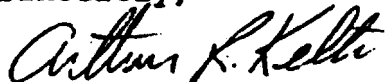
As Executive Director of the Lowell Association for the Blind, I am writing to support the granting of "Must Carry" status to WSHH TV, licensed to the City of Marlborough, Massachusetts.

We were most pleased last Fall when WSHH indicated its willingness to help the Lowell Association for the Blind get its message out to a broad audience of people in this region who watch the Home Shopping Club as a part of their daily TV programming. Jane Woodhouse of the WSHH staff and a camera person, came into our offices in Lowell, spent a day doing films and interviewing our consumers and volunteers, came back a second day to film and interview one of our consumers in her home, and then produced three "In Your Interest" program segments.

We were surprised and happy about the response we received from many people who we hadn't heard from before the messages ran, and we were able to recruit new volunteers for the Association. The messages were very professionally produced, and have been a great asset to the Association's public information efforts.

We feel you will find that WSHH-TV is very committed to local organizations and important local issues, and does a great deal to serve the public interest. Our Association feels that they are a definite asset to the many communities in this region.

Sincerely,



Arthur R. Kelts
Executive Director

Lowell Association for the Blind, Inc.
Center for the Blind and Visually Impaired
174 Central Street • Lowell, Massachusetts 01852

(508) 454-5704

February 22, 1993

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1919 M Street, NW
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Federal Communications Commission
1919 M Street, NW
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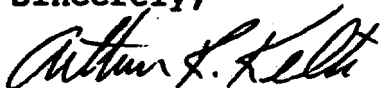
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Sincerely,



Arthur R. Kelts
Executive Director



February 23, 1993

The Honorable James Quello
Acting Commissioner
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Commissioner Quello:

This letter is to inform you that we believe WSHH-TV (licensed to the city of Marlborough, MA) should be granted the "Must Carry" status. We understand that WSHH-TV's major programming is Home Shopping Club. However, we believe they are also fully committed to the local issues involving our local communities.

I know about their involvement in the community because of my experience with WSHH-TV. As Plant Manager for Foster Forbes Glass, Milford, MA, I recently worked with the station to produce a series addressing the issue of recycling and the environment. This enabled our organization to educate the public regarding these very important issues and to get our message to them.

After you investigate the station's performance, I'm sure you will be



U.S. CONSUMER PRODUCT SAFETY COMMISSION
EASTERN REGIONAL CENTER

10 Causeway St. Rm.224
Boston, MA 02222
March 4, 1993

The Honorable James Quello
Acting Commissioner
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Commissioner Quello,

I am writing this letter in favor of granting "Must Carry" status to WSHH-TV, licensed to the city of Marlborough, MA. Although WSHH-TV carries the Home Shopping Club as its major programming, the station is fully committed to the local issues of its local communities.

My experiences at WSHH-TV have been very positive. As CPSC's New England's Public Affairs Specialist, I've been actively involved in suggesting topics for the "In Your Interest" program segments. During the past three years, station personnel and I have produced three segments each quarter on subjects such as Halloween safety, potentially flammable clothing, smoke detectors, and toy safety, as well as alerting the public to product recalls.

We at CPSC believe that it will be an asset to have WSHH-TV carried on all cable systems so that everyone will be able to take advantage of their local programming.

Thank you for your consideration.

Sincerely,

Barbara McEachern
Public Affairs Specialist

Connecticut
Delaware
District of Columbia
Florida
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New York
North Carolina
Pennsylvania
Puerto Rico
Rhode Island
South Carolina
Vermont
Virginia
Virgin Islands
West Virginia



U.S. CONSUMER PRODUCT SAFETY COMMISSION
EASTERN REGIONAL CENTER

10 Causeway St. Rm. 224
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Federal Communications Commission
1919 M Street NW
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Federal Communications Commission
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Public Affairs Specialist

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New Hampshire
New Jersey
New York
North Carolina
Pennsylvania
Puerto Rico
Rhode Island
South Carolina
Vermont
Virginia
Virgin Islands
West Virginia



Roche Bros.
Supermarkets, Inc.
70 Hastings Street
Wellesley Hills
MA 02181-5439
(617) 235-9400
Fax (617) 235-3153

March 3, 1993

The Honorable Ervin Duggan
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Mr. Duggan,

I am writing this letter in favor of granting "Must Carry" status to WSHH-TV, licensed to the city of Marlboro, Massachusetts. Although WSHH-TV carries the Home Shopping Club as its major programming, the station is fully committed to needs and issues of its local communities.

I know this first hand because of my relationship with WSHH-TV. As the Consumer Affairs Consultant for Roche Bros./Sudbury Farms Supermarkets, we work with the station to produce segments that involve cooking quick and healthy recipes, as well as present consumer tips. We have received hundreds of letters from consumers attesting to their



A Second Harvest Food Bank

99 Atkinson Street, Boston, MA 02118
Tel: 617-427-5200 Fax: 617-427-0146

March 2, 1993

The Honorable James Quello
Acting Commissioner
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Commissioner Quello:

I am writing this letter in favor of granting "Must Carry" status to WSHH-TV, licensed to the city of Marlborough, MA. Although WSHH-TV carries the Home Shopping Club as its major programming, the station is fully committed to the local issues of its local communities.

I know this first hand because of my relationship with WSHH-TV. As the Director of Programs at the Greater Boston Food Bank, we recently worked with the station to produce



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March 2, 1993

The Honorable Sherrie Marshall
Federal Communications Commission
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Dear Commissioner Marshall:

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I know this first hand because of my relationship with WHSH-TV. As the Director of Programs at the Greater Boston Food Bank, we recently worked with the station to produce two programs addressing the issue of hunger and publicizing the relief work of the Food Bank. This enabled our organization to get our message out to the public.

After you thoroughly investigate this station's performance, I am sure that you will be more than satisfied with the level at which this station serves the public interest. It will be an asset to have WHSH-TV carried on all cable systems so that everyone will be able to take advantage of their local programming.

Thank you for your consideration.

Sincerely,

Laura Perille
Director of Programs

THIS AGENCY IS
SUPPORTED BY



Project Bread



A Second Harvest Food Bank

99 Atkinson Street, Boston, MA 02118
Tel: 617-427-5200 Fax: 617-427-0146

March 2, 1993

The Honorable Andrew Barrett
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Thank you for your consideration.

Sincerely,

Laura Perille
Director of Programs

THIS AGENCY IS
SUPPORTED BY



United Way
of Massachusetts Bay

Project Bread



A Second Harvest Food Bank

99 Atkinson Street, Boston, MA 02118
Tel: 617-427-5200 Fax: 617-427-0146

March 2, 1993

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Thank you for your consideration.

Sincerely,

Laura Perille
Director of Programs

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Project Bread



MSPCC